

STRONGER TOGETHER

UK PRINTING THE FACTS & FIGURES

World's **fifth largest** producer of printed products

£14.1 billion turnover

£6.6 billion gross value added

10,000 companies

130,000 employees

Positive trade balance of **£700 million** in 2012

£500 million capital investment in 2011

BPiF

WHAT IS PRINTING?

It's almost impossible to imagine a world without print. It's all around us and plays a vital role in our daily lives.

Print is largely produced using sustainable materials.

It is predominantly paper-based, with three to four trees replanted for every tree logged in managed forests.

Printing companies are at the forefront of improvements in environmental performance in manufacturing, with high levels of take-up for both the ISO 14001 environmental management standard and for FSC and PEFC chain of custody accreditations.

Print is highly effective. It provides the means to communicate 'messages' easily, quickly and cheaply.

Print has impact. It is creative, it engages, it is versatile and it is persuasive.

Print has longevity and authority. It is tactile and offers a 'real world' experience. It has a unique ability to grab and hold people's attention. In fact no other media channel can offer this combination of qualities.

Print is an important vehicle for advertising, education, entertainment and information. It serves all parts of the UK economy - including central and local government, financial services, retailing, distribution, travel and tourism and manufacturing industries.

Print is an advanced manufacturing sector that utilises cutting edge information and production technologies.

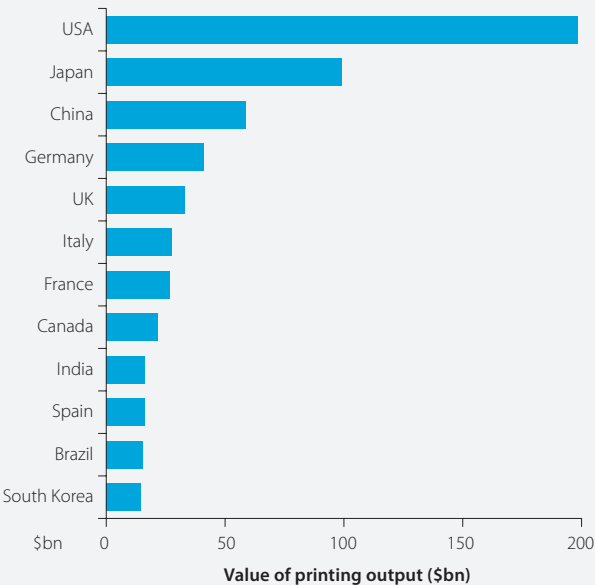
Print can be interactive and integrated. The use of QR codes, Augmented Reality and Near-Field Communications offers the opportunity to increase the engagement between consumers and brands and enhance the effectiveness of marketing campaigns.

ECONOMIC IMPORTANCE

With a turnover of £14.1 billion, gross value added of £6.6 billion and employing nearly 130,000 people in around 10,000 companies the UK printing sector is an important economic contributor and employer in all UK regions.

The UK is the fifth largest producer of printed products in the world; printed material contributes almost £700million to the UK's balance of trade.

THE UK IS THE FIFTH LARGEST PRINTING COUNTRY IN THE WORLD



Source: Smithers Pira, data estimates for 2010

REGIONAL UK PRINTING

Companies, employment, turnover.



North East

Companies 256
Employment 6,189
Turnover 823,581

North West

Companies 954
Employment 12,291
Turnover 1,284,816

Yorkshire & The Humber

Companies 788
Employment 14,628
Turnover 1,760,129

East Midlands

Companies 870
Employment 13,607
Turnover 1,442,573

West Midlands

Companies 812
Employment 8,668
Turnover 790,009

East

Companies 1,163
Employment 16,031
Turnover 1,798,801

London

Companies 1,395
Employment 15,380
Turnover 1,681,244

South East

Companies 1,586
Employment 20,240
Turnover 2,317,858

South West

Companies 866
Employment 10,146
Turnover 1,052,556

Scotland

Companies 469
Employment 5,915
Turnover 543,027

Wales

Companies 337
Employment 4,297
Turnover 463,543

Northern Ireland

Companies 157
Employment 1,803
Turnover 172,642

England

Companies 8,690
Employment 117,180
Turnover 12,951,567

UK

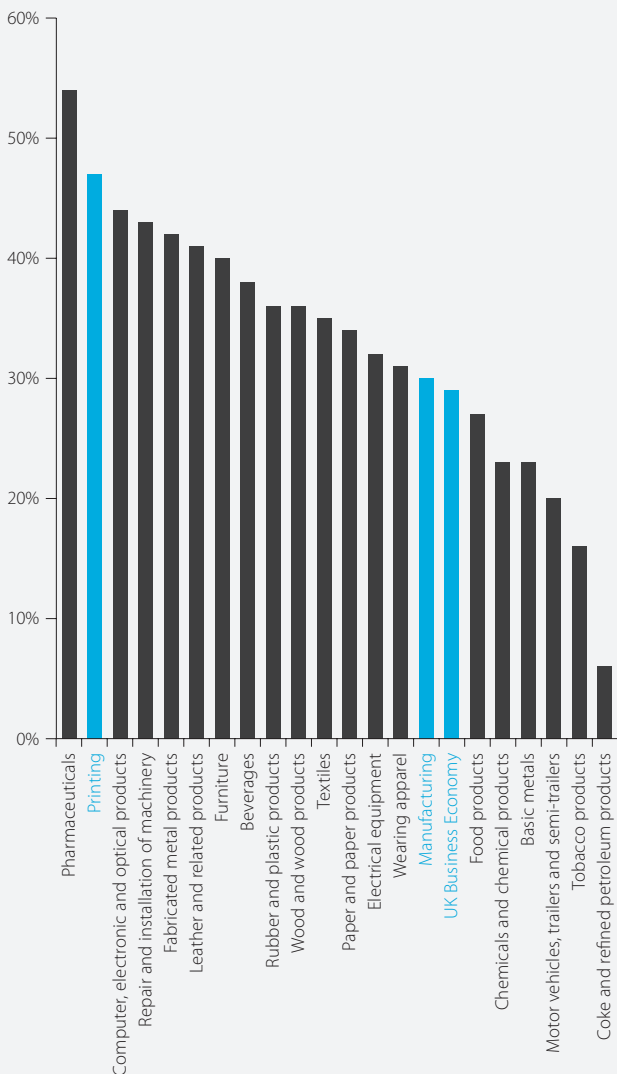
Companies 9,653
Employment 129,195
Turnover 14,130,779

Source: BPIF Research
Analysis of ONS data for
March 2012

VALUE ADDED IN PRINT

Printing adds relatively more value than all but one other manufacturing industry.

GVA (GROSS VALUE ADDED) AS A % OF TURNOVER

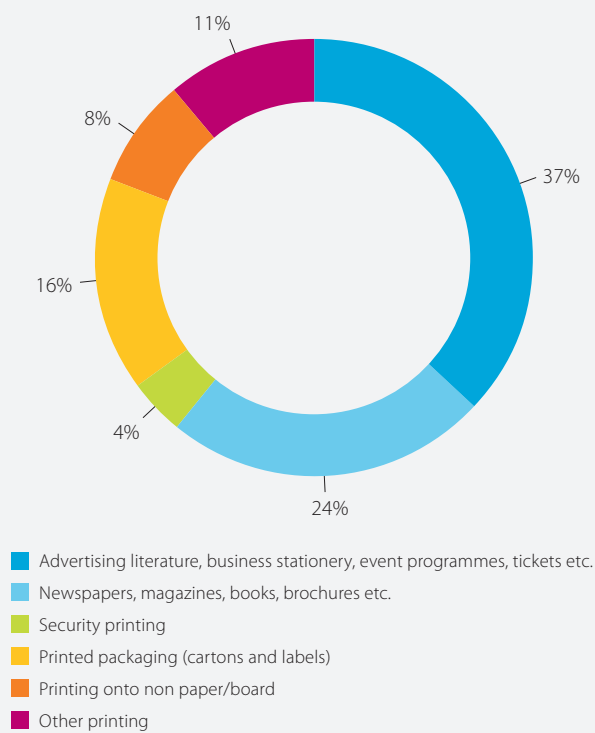


PRODUCTS BY SECTOR

The vast majority of printed products have an impact on Marketing.

The relationship is vital - not just for the directly related point-of-sale, direct mail and poster advertising material but also in the channels provided through newspapers, magazines and brochures; brand identity on printed packaging and labels; and, even the additional programme and ticket marketing collateral surrounding events.

TURNOVER SHARE BY PRODUCT SECTOR - MARKETING IS IMPORTANT WITH A SIGNIFICANT DIRECT AND INDIRECT IMPACT



WHY PRINT MEDIA?

Add print, add power

In many ways, print is the ideal marketing medium: it's available in both large and small numbers, can be accessed easily, and is engaging, versatile and creative. Each type of print media has its own unique quality and role in their readers' lives. Newspapers become part of their readers' day as they educate and inform with credibility and trust, while consumer and customer magazines create engagement through entertaining content. Direct mail uses its ability to gain access to people's homes and lives to deliver a targeted sales message, while door drops have an enviable reach and ROI. Finally, catalogues provide inspiration for customers before leading them online to make the purchase. On their own, each channel fulfils a vital marketing role. When combined with other media, they are a highly effective force for any campaign, for any brand.

High accessibility

Print is tactile and stimulates the senses. It puts your brand into your customer's hands. Print is accessible and portable too - there's no need to upload information, so no waiting time or problems with network access, while its light and foldable nature remains a huge benefit to the reader on the go.

Mass and one-to-one contact

Print media exists in many forms: from mass media to one-to-one. In between, there are formats such as the personalised newspaper or magazine. Personalisation adds to the effectiveness of the print medium and the flexibility and adaptability allows the marketer and brand owner to choose exactly the right print media for their brand.

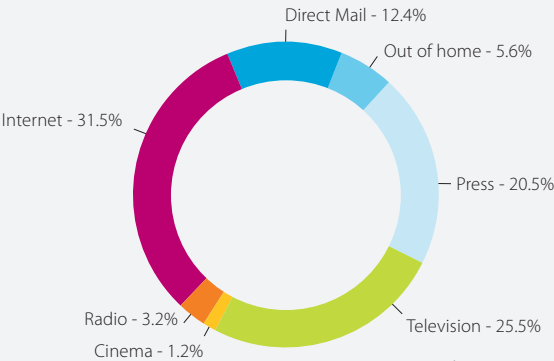
Media-mix integration

An effective marketing campaign works best when print is used with other media as one element of an integrated solution. Adding magazines to a mix of TV and internet increases brand favourability by 44% and purchase intention by 15%. (Dynamic Logic, 2009). The combination of online and newspapers also increases effectiveness, with brand engagement 26% higher than using just print or online (FT, 2011).

ADVERTISING IN PRINT

Printed media (direct mail, out of home and press) takes the largest share of advertising with almost 40% of expenditure in 2012. While, print media is under threat from the rapidly growing internet sector, the latest Advertising Association / Warc Expenditure Report reveals that advertising expenditure grew by 2.3% in 2012 and is forecasted to grow by 2.7% in 2013 and 5% in 2014.

UK ADVERTISING EXPENDITURE 2012, % SHARE OF £17.2 BILLION

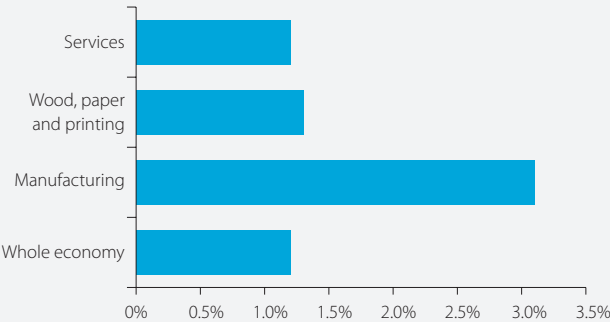


Source: Advertising Association / Warc Expenditure Report

PRODUCTIVITY IN PRINT

Not many printing companies can generate the scale efficiencies that many of the largest manufacturers can. However, training, technology and process improvements have driven above average efficiency gains.

PRODUCTIVITY (OUTPUT PER HOUR): ANNUAL AVERAGE % INCREASE 2000 - 2012



Source: ONS, Productivity

PRINT IS **SUSTAINABLE**

Unlike TV or digital, print conjures up a number of preconceptions powered by a series of myths about the use of paper. Consumer demands, Corporate Social Responsibility programmes and the constantly developing area of legal compliance all put sustainability firmly in the spotlight. The creation of print can be split into three stages: paper, printing and consumption. For each point along this journey, there are a large number of industry processes, assessments and safeguards that significantly reduce the environmental impact of print.

Paper

The production of the raw material for print media - paper - is perhaps the most obvious and emotive area for environmental concern. But while it's assumed that making paper destroys forests, the opposite is true: European forests have actually grown by over 30% since 1950. Forests used in the paper-making industry are also well managed and sustainable, with certification schemes such as the Forest Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification (PEFC) ensuring that paper comes from sustainable forest sources.

Printing

The printing process is constantly becoming more environment-friendly, refining its materials and processes to reduce its impact. One of the major ways printers do this is through 'environmental printing', a commitment whereby they strive to reduce their carbon footprint across the entire company. This is done through the use of vegetable-based inks, recycling cleaning solvents and waste, sourcing paper from sustainable and well-managed forests, and offsetting any remaining carbon emissions.

Consumption

Paper is one of the world's most recycled materials - far more than plastics or glass - and is one of the few materials that's able to be completely recycled. The European recycling rates for paper reached 72.2% in 2010 - the highest ever recorded. There's understandably a consumer concern about the waste of paper, but studies are emerging about the environmental impact of digital media compared to print. Indeed, a report by the Swedish Royal Institute for Technology stated that reading a newspaper can consume 20% less carbon than viewing the news online.

ABOUT US

The BPIF is the principal business support organisation for the UK print, printed packaging and graphic communication industry and is one of this country's leading trade associations. Visit our website to find out more about us or contact us at the address below.

Produced with contributions from:



Print and Paper
have a great
environmental
story to tell



BPIF

British Printing Industries Federation

The Old Pump House
19 Hooper Street
London E1 8BU

T: 020 7915 8400

F: 020 7915 8414

E: www.britishprint.com/contact

www.britishprint.com